

Message Text

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DRAFTED BY COMM/NOAA/NMFS/MKRAVANJA:JJ

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TO AMCONSUL BREMEN

INFO AMEMBASSY BONN

AMEMBASSY COPENHAGEN

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E.O. 11652: N/A

TAGS: BEXP, EFIS, GW

SUBJECT: FROZEN HERRING MARKET IN FRG

REF: BREMEN 0384 OF AUG. 1, 1975

1. THE DIVISION OF INTERNATIONAL FISHERIES ANALYSIS, OFFICE OF INTERNATIONAL FISHERIES, NMFS, NOAA, COMMERCE, CONTACTED MR. DIETER SCHNAUCK, THE OFFICE MANAGER OF THE STINSON CANNING CO. ON AUG. 4, 1975. SCHNAUCK GREATLY APPRECIATED THE SPECIAL EFFORT WHICH THE CONSULATE GENERAL UNDERTOOK TO OBTAIN THE INFORMATION GIVEN IN PARAGRAPH 3 OF REFTEL.

2. NMFS ALSO GREATLY APPRECIATED THE POST'S THOUGHTFULNESS IN FURNISHING THE TELEPHONE NUMBER AND EXACT ADDRESS OF THE STINSON CO.

3. NMFS OBTAINED FROM VARIOUS SOURCES THE FOLLOWING BACKGROUND INFORMATION ON THE STINSON CANNING CO.: THE COMPANY IS THE LARGEST PRODUCER OF CANNED HERRING IN THE U.S. AND PACKS ABOUT ONE HALF OF THE TOTAL ANNUAL MAINE SARDINE

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PACK. IT OWNS FOUR CANNERIES, ALL LOCATED IN MAINE, AND 7 SMALL AND MEDIUM SIZED FISHING VESSELS, WHICH HARVEST HERRING IN THE GULF OF MAINE. IT'S PROSPECT HARBOR PLANT IS ONE OF THE MOST MODERN AND EFFICIENT FISH CANNING PLANTS

IN THE BUSINESS. IT WAS COMPLETELY RECONSTRUCTED AFTER A

FIRE WHICH GUTTED THE OLD PLANT 8 YEARS AGO. THE FISH CAUGHT BY STINSON CANNING CO. ARE DELIVERED ON THE DOCKS ANYWHERE FROM 2 TO 5 HOURS AFTER THEY ARE HAULED ON DECK. THEY ARE IMMEDIATELY PLACED IN TANKS WITH BRINE AND KEPT IN EXCELLENT CONDITION UNTIL PROCESSED. AS A RESULT, THE COMPANY'S PRODUCT IS OF HIGH QUALITY. THE COMPANY IS PRIVATELY OWNED BY THE STINSON FAMILY AND IT IS ESTIMATED THAT ITS ASSETS ARE IN THE NEIGHBORHOOD OF \$5 MILLION.

4. SCHNAUCK EXPLAINED THAT HE WANTS TO EXPORT ABOUT 200 TO 500 METRIC TONS OF FROZEN HERRING FILETS (BUTTERFLY CUTS). HE CAN GEAR HIS PLANTS FOR INCREASED PRODUCTION WITHIN A FEW WEEKS IF A FAVORABLE COMMERCIAL OPPORTUNITY PRESENTS ITSELF, AND WOULD THUS BE ABLE TO EXPORT THE ABOVE QUANTITY OF FILETS BY ABOUT NOV. 20 TO DEC. 1. IN VIEW OF THE LARGE INVESTMENT WHICH SUCH A SALE WOULD REPRESENT AND THE UNCERTAINTY IN THE FINANCIAL MARKETS, SCHNAUCK WOULD LIKE TO HAVE AS GOOD AS POSSIBLE CURRENT INFORMATION ON THE SITUATION IN THE GERMAN FROZEN HERRING MARKET. HE DOES HAVE CONTACTS WITH GERMAN BUSINESSMEN SINCE HE IS GERMAN-BORN HIMSELF AND CAN CORRESPOND IN THAT LANGUAGE, BUT WOULD APPRECIATE THE CONSULATE GENERAL'S INDEPENDENT AND OBJECTIVE ASSESSMENT OF THE MARKET.

5. SCHNAUCK HAD CONTACTS WITH COMMERCIAL OFFICER WESTION AND HIS AIDE, MR. BERBEN (SPELLING UNKNOWN). SCHNAUCK CLAIMS THAT THE INFORMATION OBTAINED BY BERBEN IN THE PAST WAS OF SUCH HIGH QUALITY AND SO RELIABLE THAT HE WOULD LIKE TO HAVE THE FACT THAT BERBEN OBTAINS THE INFORMATION SPECIFICALLY MENTIONED, SINCE IN THAT CASE HE WILL VALUE IT PARTICULARLY HIGHLY IN HIS ASSESSMENT OF HIS OVERALL CHANCES FOR SUCCESS.

6. THE DEPARTMENT AND THE NMFS WOULD GREATLY APPRECIATE ANY INFORMATION WHICH THE CONSULATE GENERAL COULD
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PROVIDE TO THE STINSON COMPANY UNTIL THE FIRST SALE MATERIALIZES. THE DECISION AS TO WHICH INFORMATION IS MOST USEFUL IS LEFT TO THE POST. NMFS WILL BE GLAD TO TRANSMIT COLLECTED INFORMATION TO STINSON CO. KISSINGER

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